

**CITY OF ASHEVILLE, NORTH CAROLINA
CLASS SPECIFICATION**

**ECONOMIC DEVELOPMENT DIRECTOR
GENERAL ADMINISTRATION DEPARTMENT**

GENERAL STATEMENT OF DUTIES

Performs responsible administrative and professional work in directing and coordinating business assistance and economic development projects for the City of Asheville. Employee reports to the City Manager.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this class is responsible for planning, directing, and coordinating economic development and business assistance activities of the City. Work involves developing and implementing policies and procedures; preparing and monitoring the budget; and coordinating economic development opportunities, initiatives, and incentives. In addition, the position serves as an advisor to a variety of boards, commissions, committees, and coalitions. Extensive independent judgment and initiative must be exercised in developing long- and short-range plans for the City's economic development. Tact and courtesy are required in frequent dealings with other City departments/ employees, associated agencies and the general public. Work is performed with considerable independence with broad objectives established as guidelines. Work is performed under limited supervision of the City Manager's Office and is evaluated through assessment of the efficiency of business and development operations.

ILLUSTRATIVE EXAMPLES OF WORK

ESSENTIAL JOB FUNCTIONS

Coordinates City functions related to economic development, business assistance and revitalization.

Focuses on the development and re-development of urban economic opportunities.

Assists businesses with relocation to or within City.

Initiates, develops, and maintains programs to encourage business and commercial enterprises to locate in targeted business districts.

Develops and maintains Division budget.

Organizes and prioritizes projects.

Serves as principal staff to various City commissions and committees; advises councils and various boards regarding economic development.

Assists and staffs citizen task forces with relation to business and economic

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development.

- Serves as municipal staff liaison with federal and state lobbyists.

- Acts as a point of contact for the business community who have development-related complaints about the City.

- Oversees implementation of Strategic Plan for economic development.

- Administers City economic development incentive policy.

- Delivers presentations regarding economic development activities.

- Maintains up-to-date knowledge of business and development activities and opportunities in the City.

- Assists with permitting process.

- Works with Chamber of Commerce and other area agencies to develop economic development initiatives.

- Works directly with the City Manager to attract business and industry to the City.

ADDITIONAL JOB FUNCTIONS

- Performs related work assignments as required.

KNOWLEDGE, SKILLS AND ABILITIES

- Thorough knowledge of the methods and techniques used in business solicitation and industrial promotion.

- Considerable knowledge of the available resources of the City.

- Considerable knowledge of the resources available to assist industries at the City level.

- Considerable knowledge of general management and business organization principles and practices.

- Considerable knowledge of the local travel and business industry.

- Considerable knowledge of economic developing in an urban setting.

- General knowledge of the principles and practices of supervision.

- General knowledge of demographic and geographic features important to prospective businesses and retirees.

- Ability to exercise considerable independent judgment and discretion in establishing, applying and interpreting policies and procedures.

- Ability to gather, analyze and interpret industrial and economic data and to make sound recommendations from the information.

- Ability to develop effective promotional material for the City.

- Ability to communicate effectively in oral and written form.

- Ability to give oral presentations before large groups of people.

- Ability to establish and maintain effective working relationships with the various governmental officials, business industrial representatives and the general public.

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MINIMUM EXPERIENCE AND TRAINING

Bachelor's degree in business administration, marketing or a related field, and 6 to 9 years experience in business, industrial development planning, business district revitalization, or a related field; and/or any equivalent combination of training and experience required to perform the essential position functions.

SPECIAL REQUIREMENT

Possession of Certified Economic Developers certification.

COMPETENCIES

Technical Competency: Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

Interpersonal Competency: Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

Intellectual Competency: Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

Customer Service: Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

Organizational and Community Sensitivity: Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

Salary Grade 23
Exempt